

## Persuasion Speech **Problem Cause Solution** Outline Format

Title

Name

General Purpose

Thesis – Same as introduction and II.

### Introduction

- I. Attention Getter
- II. Common Ground
- III. Thesis – Inciting agency + action word+ solution
- IV. Preview with signposts

### Body

- I. Statement of the problem
  - a. Statement showing the problem exists
    - i. – iii. Evidence the problem exists
  - b. Statement showing that it is a significant problem (it is a big widespread problem)
    - i. – iii. Evidence showing it is significant
  - c. Statement showing that there are harms associated with the problem.
    - i. – iii. Category that there are harms (physical, mental, financial, social etc.)

OR

Evidence that there are harms being done with this problem existing. (Make sure it is in a logical format!)

### Transition

- II. Statement on the cause or causes of the problem.
  - a. Cause #1
    - i. – iii. Evidence
  - b. Cause #2
    - i. – iii. Evidence
  - c. Statement on why the status quo will not eliminate the problem.
    - i. – iii. Evidence

### Transition

- III. State your solution. (Same as your thesis and header)
  - a. Statement of how your solution will work.
    - i. – iii. This is the nuts and bolts section of how your solution will work.  
Think- implementation and execution of the solution.
  - b. State that your solution is Practical

- i. – iii. This is where you will show how it will be logically and easily adopted into the current systems, how it has worked in other places and how it will solve the problem.
- c. Statement that your solution is desirable.
  - i. – ii. Show there are many good things to come out of your solution, how things will improve and/or how/why the public will support the change.

### Conclusion

- I. Summary of the problem
- II. Summary of the solution
- III. Re-statement of the thesis
- IV. Final statement.